TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

May, 1983 Volume 12, Number 5

SUMMER VACATION TRAVEL PROJECTIONS HIGHEST IN FIVE YEARS

Americans will increase their vacation travel this summer by 12 percent, the largest increase since 1978, the U.S. Travel Data Center announced today.

"Many Americans postponed vacation trips last year until the economic future appeared more secure. Our summer travel forecast indicates they will begin to release this 'pent-up' demand soon," said Dr. Douglas C. Frechtling, director of the U.S. Travel Data Center. "This is a welcome change from the 9 percent decline in 1982."

According to the forecast, based on interviews with over 6,000 adult Americans, summer trips will be of longer duration and to places farther away from home, benefitting airlines and commercial lodging.

Although all regions of the United States are expected to host more vacationers this summer than last, the Northeast and Far West will enjoy the greatest increase in visitors.

TTRA CONFERENCE FEATURES DATA CENTER AS SUPPLIER

The fourteenth annual Travel and Tourism Research Association Conference, to be held in Banff, Alberta, Canada, on June 12-15, will examine the impact of travel research on the travel marketing process.

Conference members will hear from major suppliers, including Dr. Douglas C. Frechtling, director of the U.S. Travel Data Center. Dr. Frechtling will discuss the Data Center's National Travel Survey, a monthly telephone survey now in its fifth year.

Later, the Data Center will also be an exhibitor at the Custom Research Supplier/User Forum on Tuesday afternoon, June 14. # #

While fewer Southerners have travel plans, The South will attract more vacation travelers from outside the region than last summer.

Overall, the forecast predicts 119 million Americans will take at least one vacation trip this summer.

The complete forecast, 1983 Outlook for Summer Travel: A Guide to Vacation Markets, is being sent to full members of the Data Center and is available to limited members and others for $55.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Suite 610, Washington, D.C. 20036.# #

USTTA STUDY RELEASED

The U.S. Travel and Tourism Administration (USTTA) released the first quarterly report from the Survey of International Air Travelers last month.

The most comprehensive survey ever taken of overseas visitors to the U.S. shows New York City was the most popular city and Florida, California, and New York the most popular states visited.

The report contains trip characteristics and expenditure data by country of origin for over 5,300 foreign visitors responding to in-flight questionnaires. The questionnaires were distributed and collected by cooperating airlines in fourth quarter 1982.

In addition to summary reports, custom reports can be provided to individual users in both the public and private sectors. Quarterly reports, which cost $100 each, can be ordered from the USTTA. For further information on subscription to the survey and customized reports, contact Don Wynegar, Director, Office of Research, Room 1516, U.S. Travel and Tourism Administration, Department of Commerce, Washington, D.C. 20230. Phone 202-377-4028 or 5120. # #

MARCH TRAVEL PRICES CONTINUE TO FALL

The cost of travel in the U.S. has registered declines in five of the last six months, according to the U.S. Travel Data Center's Travel Price Index (TPI), as travel prices fell 0.6 percent in March 1983.

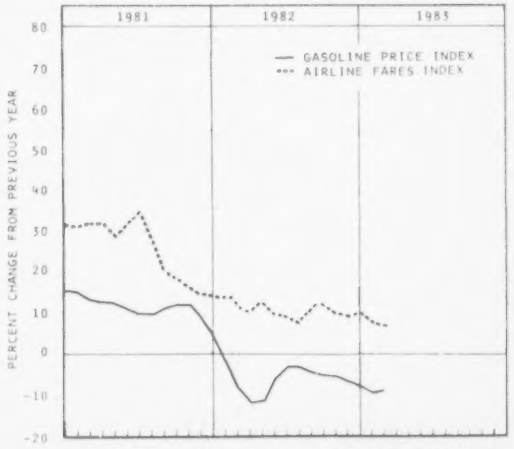
For comparison the Consumer Price Index (CPI) rose 0.1 percent in March, on a seasonally unadjusted basis.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 336.9 in March (1967=100).

Decreases in four TPI components led to the overall decline. Gasoline prices showed the largest decline, falling 3.0 percent, followed by airline fares, down 0.6 percent. Taxicab fares and the cost of lodging while out of town also showed declines.

In contrast, intercity bus fares rose 1.5 percent for the month, the largest increase among TPI components.

The TPI has increased only 2.1 percent since March of last year, while the CPI has risen 3.6 percent during the same period. Gasoline prices have fallen 9.2 percent in the last 12 months. On the other hand, intercity rail fares have increased 12.0 percent during the past year, showing the largest growth among all TPI components.# #



GAS PRICES FALL, AIR FARE INFLATION RECEDES

Monthly and Annual Rates of Change in the Travel Price Index and Components, March, 1983

TPI Component	Monthly Percent Change February, 1983 to March, 1983	Annual Percent Change March, 1982 to March, 1983
Transportation	-1.6	-1.2
Airline Fares	-0.6	6.3
Intercity Bus Fares	1.5	6.5
Intercity Train Fares	0.0	12.0
Taxicab Fares	-0.1	1.2
Gasoline	-3.0	-9.2
Lodging	-0.2	4.0
Food Away From Home	0.4	4.7
Entertainment Services	0.1	6.2
Incidentals	1.1	3.2
TRAVEL PRICE INDEX	-0.6	2.1
CONSUMER PRICE INDEX	0.1	3.6

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $45 per year, U.S., Canada, and Mexico; other foreign countries, $55 per year, payable in U.S. funds only. TRAVEL PRINTOUT is supported by a grant from the Travel Industry Association of America.
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MARCH TRAVEL SURVEY REPORTS LONGER TRIPS

The U.S. Travel Data Center's March National Travel Survey reported Americans took 49 million person-trips in February, nearly 12 percent less than one year earlier when a surge in travel created unusually high levels for comparison. (A person-trip is recorded each time a person goes on a trip 100 miles or more away from home.)

Travel for pleasure showed the largest decline, falling 14 percent. Travel for business or to a convention declined the least, 5 percent.

Although the number of trips fell, trip distance and duration increased significantly, good news for airlines and commercial lodging.

Despite the overall decline, air travel grew nearly 10 percent in February. However, travel by personal motor vehicle fell 14 percent.# #

BRIEFS

For a free guide to the Data Center's 1983 programs, write Publications Department, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036, or phone 202/293-1040.

# #

Beginning in January 1983, the National Park Service visitor volume data will include only recreation visits to the parks. This change will more accurately reflect the trends of travel-related visitors and overnight stays in national parks. # #

TRAVEL INDUSTRY COMPUTER NETWORK NEARS DEBUT

Travel Industry Network, Inc. (TINET), a computer network which transmits data throughout the travel industry, will begin operations in the third quarter of this year. The network will allow subscribers to access both domestic and international travel market research data from various government, syndicated, and private sources; travel trade events; bibliographic listings; shared data bases; and electronic mail services. Plans are underway to add data from the U.S. Travel Data Center.

TINET will interface with many popular systems or supply a microcomputer, terminal, a host of software packages and training. The maximum full service subscription is $5950 annually. Contact Mac Stroud, TINET, Inc., P.O. Box 12325, Tallahasee, FL. 32317, phone 904-224-8288, or visit the TINET demonstration at the TTRA Conference or at POW WOW. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	January, 1983 Recreation visits[1] (thousands)	Change from December, 1982 (percent)	Change from January, 1982 (percent)	1983/82 Year-to date (percent)
New England	186.4	-18.9%	39.0%	39.0%
Eastern Gateway	127.1	-40.2	9.5	9.5
G. Washington Country	2,117.0	-30.3	29.0	29.0
The South	2,279.9	11.9	27.4	27.4
Great Lakes Country	87.2	13.1	9.3	9.3
Mountain West	275.9	1.1	19.6	19.6
Frontier West	573.7	5.3	7.5	7.5
Far West	2,707.9	.7	3.1	3.1
The Islands	200.9	27.2	-7.3	-7.3
TOTAL	8,555.9	-7.6%	18.3%	18.3%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service.
*Less than 0.5 percent.

States comprising the travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	February, 1983	% Change from January, 1983	% Change from February, 1982	Year-to-date % Change 1983/1982
Establishment receipts or retail sales[1]				
Eating and drinking places	$9,782 million	1.6	12.1	13.7
Gasoline service stations	$8,261 million	-3.9	-7.3	-7.0
Commercial lodging demand				
Hotel/motel occupancy rate[2]	64.4 percent	13.5	-2.1	-2.0
Airline passenger traffic[3]				
Domestic revenue passenger-miles	14.5 billion	-3.8	10.0	8.7
International revenue passenger-miles	2.8 billion	-17.5	0.1	-1.9
Bus passenger traffic[4]				
Intercity bus passenger-miles	1.4 billion	-6.7	-1.4	2.8
Highway traffic volume[5]				
Rural arterial vehicle-miles	28.2 billion	-4.5	3.7	6.1
Rail passenger traffic[6]				
Amtrak passenger-miles	247.5 million	-0.7	-10.5	-16.5
Travel Price Index[7]	338.8	-0.7	2.4	2.9
U.S. resident travel[8]				
Total person-trips	49.1 million	-16.8	-11.7	-2.7
Vacation person-trips	25.9 million	-21.0	-10.4	5.4
Public use of National Parks[9]				
Visits	8,881,281	3.2	4.3	10.7
Overnight stays	455,212	21.2	6.3	5.2
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Canada	626,318	-8.0	5.0	4.4
U.S. citizen departures[10]				
To overseas	N/A	N/A	N/A	N/A
To Canada	336,773	16.9	3.1	3.5
Domestic demand for motor gasoline[11]				
Barrels per day	6,022 thousand	0.7	-0.8	1.1

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [4]All carriers regular route and charter service. Source: American Bus Association. [5]Source: Federal Highway Administration. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [8]Source: U.S. Travel Data Center. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Source: U.S. Travel and Tourism Administration and Nettleton Travel Research Center. [11]Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

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U.S. Travel Data Center

June 1983

Volume 12, Number 6

PRELIMINARY TRAVEL SPENDING ESTIMATES RELEASED

Total spending by travelers away from home in the U.S. grew 1 percent in 1982, according to preliminary estimates by the U.S. Travel Data Center.

Travel spending by U.S. and foreign residents in the United States and its territories totaled $194 billion for the year.

This spending directly generated $41 billion in wage and salary income for more than 4.5 million U.S. workers. Because of the small increase in travel spending and the continuing increases in wage and salary rates, 1982 travel spending supported fewer jobs than in the previous year, the first such employment decline in the five years for which consistent data is available.

Since the world economy was especially weak during 1982 and the dollar unusually strong against many foreign currencies, foreign visitor spending in the U.S. declined more than 6 percent, the first drop in over thirty years. The Data Center's National Travel Survey found a 9 percent decline in person-trips taken by Americans during the year.

Top Ten States in U.S. Domestic Travel Expenditures, 1981

State	1981 total U.S. Travel Expenditures ($billions)	1981/1980 change (percent)
California	$21.9 billion	9.4
Florida	13.8 billion	8.6
Texas	12.6 billion	15.7
New York	12.5 billion	9.1
Pennsylvania	6.9 billion	8.6
New Jersey	6.4 billion	33.3
Ohio	5.6 billion	6.1
Illinois	5.5 billion	4.5
Nevada	5.5 billion	4.7
Michigan	5.3 billion	1.6

The Impact of Travel on State Economies 1981, showing Data Center estimates of U.S. travel spending and its impact on each state, is being prepared for printing and should be sent to members in early July. Detailed data on 1982 travel spending in every state will not be ready until mid-1983. # #

TRAVEL OUTLOOK FORUM DATE SET

The 1984 Travel Outlook Forum will be held on December 12-13, 1983, at the Crystal Gateway Marriott Hotel in Washington, D.C., the U.S. Travel Data Center announced today.

The 1984 forum will feature a review of travel in 1983 and an overview of economic and consumer trends for the coming year followed by individual sessions on the outlook for transportation, foodservice, lodging, international travel, and recreation.

For further information, contact Ida Simmons, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. Phone: 202/293-1040. # #

BOARD OF TRUSTEES ELECTS HUMPHREYS

The U.S. Travel Data Center's Board of Trustees, meeting in Orlando, Florida, last month, elected David Humphreys, president and general counsel of the Recreational Vehicle Industry Association (RVIA), to serve an interim term as board member.

Humphreys served as legal counsel for the recreational vehicle industry for 10 years before joining RVIA in 1979. As leading spokesman for the recreational vehicle industry, he is a member of the advisory board of the Congressional Travel and Tourism Caucus, chairman of the board of the American Recreation Coalition, and a member of the Travel and Tourism Government Affairs Council Executive Committee.

RVIA, a full member of the Data Center, is the national trade association of over 300 recreational vehicle manufacturers and components suppliers.# #

TRAVEL PRICES SOAR IN APRIL

Large increases in both gasoline prices and airline fares led a sharp 2.2 percent rise in April travel prices, according to the U.S. Travel Data Center's Travel Price Index (TPI).

For comparison the Consumer Price Index (CPI) rose 0.7 percent on a seasonally unadjusted basis.

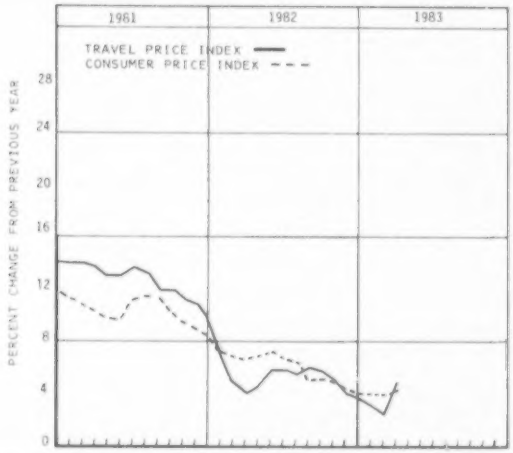
The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 344.4 in April 1983 (1967=100).

Gasoline prices climbed 5.5 percent and airline fares rose 3.5 percent to spur the overall increase. The cost of lodging while out of town and intercity bus fares also showed significant increases of 1.4 percent and 1.3 percent, respectively.

Two TPI components, intercity rail fares and incidental purchases, showed no increase from the previous month.

The TPI has increased 4.5 percent since April of last year, while the CPI has risen 3.9 percent during the same period. Airline fares have risen 9.0 percent in the last 12 months, leading all TPI components.

The TPI is derived from U.S. Department of Labor consumer price data and indicates changes in the prices of travel goods and services available to consumers in the U.S.



TRAVEL PRICE INFLATION OUTPACES CONSUMER PRICE INFLATION IN MARCH

Monthly and Annual Rates of Change in the Travel Price Index and Components, April, 1983

TPI Component	Monthly Percent Change March, 1983 to April, 1983	Annual Percent Change April, 1982 to April, 1983
Transportation	2.2	5.0
Airline Fares	3.5	9.0
Intercity Bus Fares	1.3	7.5
Intercity Train Fares	0.0	6.0
Taxicab Fares	0.4	1.5
Gasoline	5.5	0.2
Lodging	1.4	3.8
Food Away From Home	0.5	4.7
Entertainment Services	0.5	6.4
Incidentals	0.0	2.7
TRAVEL PRICE INDEX	2.2	4.5
CONSUMER PRICE INDEX	0.7	3.9

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL INCREASES IN MARCH

The long-awaited recovery encouraged Americans to step up travel activity in March, according to the U.S. Travel Data Center's latest National Travel Survey, released today.

The monthly telephone survey reported Americans took 67.4 million person-trips in March, 14 percent more than one year ago. (A person-trip is recorded when a person takes a trip of 100 miles or more away from home.)

Improved economic conditions affected pleasure-related travel more favorably than business travel. Pleasure travel in March, including trips to visit friends or relatives, for outdoor recreation, sightseeing and entertainment, rose 8 percent over year-earlier levels. Business travel, however, continued to be weak, showing no growth over March 1982.

All modes of transportation benefitted from the overall increase in travel this month. Air travel showed a 19 percent increase in person-trips, the largest gain, continuing the growth evident since the year began.

As air travel picked up in March, distances became somewhat longer, averaging 100 miles longer than recorded a year earlier. # #

Copies of the 1983 OUTLOOK FOR SUMMER TRAVEL: A GUIDE TO VACATION MARKETS are in limited supply but still available. Send $55 prepaid to U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

BRIEFS

The Data Center welcomes new full members: Wisconsin Division of Tourism; Travel and Tourism Government Affairs Council; Needham, Harper, and Steers; Dondo de Promcion Turistica (Peru).

# #

County Economic Impact Studies, which measure the importance of tourism expenditures on each county in a state, have been delivered to Delaware, Virginia, Tennessee, and Oklahoma. An individual county study was also delivered to Jefferson County (Louisville), Kentucky. Studies for Pennsylvania, Arkansas, and South Carolina are currently under way.

# #

For a complete description of county economic studies and their users, write to Bill Evans, Manager of Economic Studies, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. # #

VISITOR VOLUME AT NATIONAL PARKS

Region	February, 1983 Recreation visits[1] (thousands)	Change from January,1983 (percent)	Change from February, 1982 (percent)	1983/82 Year-to date (percent)
New England	281,206	50.8%	30.8%	34.0%
Eastern Gateway	141,547	11.4	*	4.3
G. Washington Country	2,122,340	*	-1.3	11.8
The South	2,352,191	3.1	11.5	18.8
Great Lakes Country	90,040	3.3	38.1	22.2
Mountain West	325,916	18.2	15.0	17.1
Frontier West	732,808	27.7	9.4	8.6
Far West	2,581,697	-4.7	-7.3	-2.3
The Islands	205,702	2.4	-6.9	-5.0
TOTAL	8,833,447	3.2%	2.2%	8.7%

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service.
*Less than 0.5 percent.

States comprising the travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	March, 1983	% Change from February, 1983	% Change from March, 1982	Year-to-date % Change 1983/1982
Establishment receipts or retail sales[1]				
Eating and drinking places	$9,706 million	0.0	12.6	13.0
Gasoline service stations	$8,114 million	-1.3	-6.0	-6.6
Commercial lodging demand				
Hotel/motel occupancy rate[2]	64.3 percent	-0.9	-2.4	-2.3
Airline passenger traffic[3]				
Domestic revenue passenger-miles	18.6 billion	28.6	14.7	10.9
International revenue passenger-miles	3.4 billion	22.6	5.4	0.6
Bus passenger traffic[4]				
Intercity bus passenger-miles	2.0 billion	39.3	-5.3	-0.8
Highway traffic volume[5]				
Rural arterial vehicle-miles	33.9 billion	20.3	4.5	5.5
Rail passenger traffic[6]				
Amtrak passenger-miles	252.2 million	1.9	-24.7	-19.5
Travel Price Index[7]	336.9	-0.6	2.1	2.6
U.S. resident travel[8]				
Total person-trips	67.4 million	37.3	14.2	3.2
Vacation person-trips	39.1 million	51.0	36.7	16.0
Public use of National Parks[9]				
Visits	N/A	N/A	N/A	N/A
Overnight stays	N/A	N/A	N/A	N/A
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Canada	913,186	45.8	-4.0	0.8
U.S. citizen departures[10]				
To overseas	N/A	N/A	N/A	N/A
To Canada	421,963	25.3	16.2	8.3
Domestic demand for motor gasoline[11]				
Barrels per day	6,800 thousand	12.9	2.8	1.1

[1]Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol and Horwath, seasonally adjusted. [3]Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [4]All carriers regular route and charter service. Source: American Bus Association. [5]Source: Federal Highway Administration. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Source: U.S. Travel Data Center and Bureau of Labor Statistics. [8]Source: U.S. Travel Data Center. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Source: U.S. Travel and Tourism Administration and Nettelton Travel Research Center. [11]Preliminary; Source: U.S. Department of Energy.

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